



# Agriculture and Husbandry

## Two Melons Each

On September 1, from Imperial Valley to Eastern markets, went the last of 19,858 carloads of cantaloupes, a record breaking production. In 1928 only 18,389 carloads of melons were produced, shipped out to appease the appetites of millions.

Were all the melons of Imperial Valley distributed equally throughout the United States, everyone could have two apiece. If one person ate four melons, someone did without. The gluttonous person who ate six melons deprived two people of their share of the luscious fruit. This was the conclusion arrived at last week by William C. Fitch, perishable freight traffic manager for the Southern Pacific, who computed that 243,061,920 melons were produced and shipped from the valley during this year's season.

In arriving at this figure, Fitch estimated 36 melons to a crate, 340 crates to a car, and 19,858 cars. Imperial's melon season this year opened on May 15 and reached its peak on June 29 when 510 carloads moved out of the district during the twelve-hour period.

Regulators of fruit styles, food fashions are the modern dietists. Many a hidden nutritious value have they found in hitherto not popular foods. The food of yesterday is not always the staple food of today, for oftentimes it is found that yesterday's food lacks those elements which modern dietaries find to be necessary in the sustenance of health.

Striking among the examples of changing food habits is the huge increase in popularity of the melon. Modern understanding of food values has largely brought this about. Enterprise and aggressiveness of western growers in gauging the want of the American public also has helped make melons popular as a food.

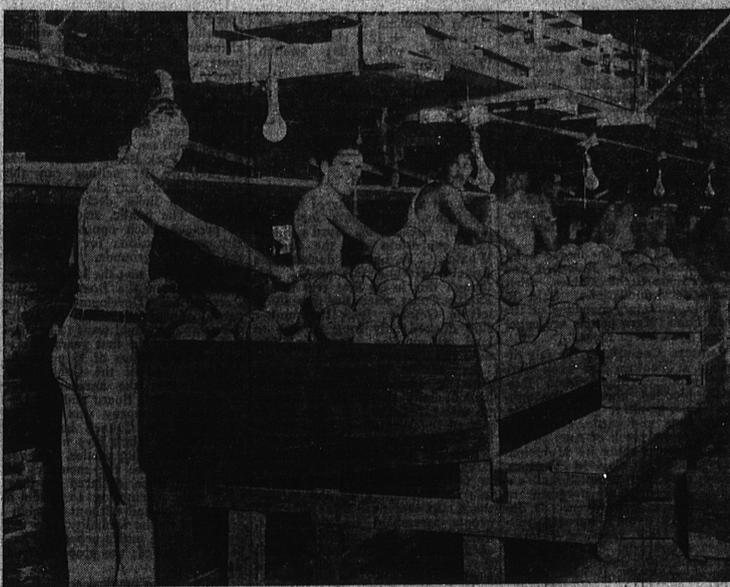
Among the states, California has benefited most from the new melon craze, enjoyed the "cantaloupe" of the new business. For in California, two thirds of the nation's cantaloupe supply is raised. And cantaloupe has been a popular form of melon. California and Arizona's combined cantaloupe crop composes 85 per cent of the nation's supply. Last year the States tallied approximately \$15,000,000, no small sum.

Along with the melon's rise to fame comes an interesting development of new species, specialties. The American taste demands variety, consequently melon growers developed a variety of melons, outstanding in this variety in the success of the industry.

Most well known among melons is the watermelon. A true American institution is this type. Many of the tales of boyhood life would bound the midnight raids on watermelon patches. Cantaloupes, among melons, have been popular since the Revolution. In 1668, the first came to this State. From town of Kasabah, in Asia, it derived its name. At the time growing in California it did amount to much. Henry Muscatelli, however, introduced the first fine hybrid, improved the quality of the Casaba, brought it to full bloom of its present luscious quality. In the shipping industry the Casaba gained favor, and important, for it will keep long periods of time. It improves rather than decays during three months storage.

Another popular melon is the honey dew, distant cousin to the white melon, White Antilles. Introduced in Colorado this variety was the most popular of all miscellaneous types, thinks Tracy Miller, Grower, The Honey Dew is a relation of the Honey Dew melon and quite extensively planted.

The Persian melon was brought to California and planted about 1860 by Armenian immigrants. It is the best quality of not being a good shipper but is popular within close distances of its habitat. Most important in California for



CANTALOUPE PACKING AT IMPERIAL VALLEY

36 melons to a crate; 340 crates to a car; 19,858 cars.

the raising of melons is the Imperial Valley. It is also the heaviest producing district for melons in the entire United States. Since 1905 cantaloupes have been grown in Imperial. The Pollock 10-25 was practically the only variety planted until during one season 18,000 carloads were shipped from the Valley.

While Imperial Valley was specializing in cantaloupes and a few watermelons, the central district in the Turlock area began planting miscellaneous melons for a later market. But the industry in this district has not grown as rapidly as that of Imperial.

In 1923, Imperial Valley growers also saw possibilities in the raising of miscellaneous types of melons, found the Imperial district best equipped to produce these varieties. They began growing them in large quantities, found markets, found favor with Eastern consumers, prospered. Now the Pollock, long the sole variety in Imperial, is raised in the minority to the other more popular forms.

Most popular among melons at the present time is the H.B. or Hales Best, a very early variety. It came to Imperial in 1923. Of all the melon acreage in Imperial this year, 50 per cent was devoted to Hales Best. This type of melon was first introduced by I. D. Hale, whose name it bears. Best, among early melon raisers in Imperial Valley was Hale.

In 1926, 29,888 acres of the Valley were planted in cantaloupes. Of these acres, 16,533 yielded Hales Best, 11,827 were Pollocks, and 1,528 were Perfectos. This year (1929), 28,298 acres of cantaloupes were planted in Imperial Valley. Of these 17,248 were Hales Best, 9,260 were Perfectos and 1,610 were Pollocks.

Thus it can be seen that the old favorite, the Pollock, is slowly passing in favor of its newer and popular rival, the American consumer is becoming more meticulous in his demands for melons.

This year in Central California there are 9,900 acres of melons in the central area. Of these, 3,800 are cantaloupes, 4,400 are Honey Dews, and 1,700 are Persians and Casabas.

In all, growers believe that the miscellaneous types will increase in popularity, will cause decline in the production of the older types of melon, namely Cantaloupes, Muskmelons, Main, reason: Honey Dews, Casabas etc. can be transported to the eastern seaboard and yet keep their excellent texture and flavor.

## Orange Is King

Because refreshment craving citizens all over America, Europe, Australia, and the Orient liked oranges, kissed by the California sunshine, California's major fruit, last year, retained its place as undisputed "horticultural sovereign." Near to the oranges in rating came the wrinkled prune, and then the perfumed peach.

At the head of all California fruits, which took from a fruit-hungry world \$212,417,000 in payments last year, these three (oranges, prunes, peaches) rolled up a total production of \$108,984,000, over half the entire total. California apples, worth \$6,553,000, rivalled eastern production. Peas valued at \$8,419,000, and lemons worth \$17,750,000, were runners up for California supremacy.

Pouring forth their abundance without stint, the orchard production in 1928 ran to staggering figures. California's all-crop value ran to \$474,269,000. This created new market problems which are satisfactorily being solved, agricultural observers think.

Not to be outdone by the larger crops, the following varieties in their own spheres were generous in their yield:

Cherries jumped 6000 tons in production to 18,500, dropped \$30 per ton to \$150, but brought home \$2,775,000, a gain of \$615,000 over 1927.

Fears cropped to the amazing tonnage of 224,500 as compared with 181,000 in the preceding year, fell off in value \$13.50, and netted \$6,419,000 as compared with the banner 1927 season of \$9,774,000.

Apricots formed the outstanding short crop instance, along with walnuts. Despite a "cot" tonnage drop from 208,000 to 175,000, the price was off and the ton value by \$50, compared to \$57 in the preceding season. Growers figured their value at \$8,750,000, as compared to \$11,850,000 in 1927.

The short walnut crop of 25,000 tons, less than half that of the preceding season, was rated at \$420 a ton, or \$90 higher, but showed for but \$10,500,000 on the books, as compared to \$16,830,000. At the same time almonds climbed, despite 1000 tons increase, to \$340 from \$320 a ton, to a total value of \$4,658,000 for 13,700 tons harvested, a twelve months gain of approximately \$1,000,000.

Olive tonnage and farm value remained stationary at 21,500 and \$1,720,000 respectively; 10,900 tons of dried figs were valued at \$491,000, and 6130 tons of canned and fresh figs netted \$533,000. Grapefruit, with 800,000 boxes produced, climbed to \$2,800,000 value, a new high, while 7,100,000 boxes of lemons off \$1.30 a box in average worth, were valued at \$17,750,000. Farm values of \$10,440,000 for 261,000 tons of dried raisins; \$4,

A suit will then be filed in order to complete the test for constitutionality.

Director of Agriculture G. H. Hecke declared last week that arrangements in his department are being made to expand activities relative to bovine tuberculosis control. During the past month, Hecke said, 27,864 head of cattle were tested in 1256 different herds under provision of the pure milk law. Out of all the tests, 1121 reacting cattle were said to have tuberculosis.

## Weather and Beans

In Ventura County, lima bean growers are anxiously contemplating the prospective weather for the next few weeks. For in the good or bad conditions of climate lies the answer to the question: What will be the price of lima beans this year?

At present, with limas scarce, brokers in some markets are paying fancy prices for early products. If weather conditions prevent early threshing, top prices will be paid for lima beans delivered during this month. Growers are being offered around \$12.00 per 100 pounds for September delivery.

Said R. L. Churchill, manager of the California Lima Bean Growers Association: "The market is still in a flux. Prices will naturally be up and down before the market can be settled. When the supply catches up with the demand in barren lima bean markets, the price will adjust itself."

To the Henry Levy Company (Oxnard branch) last week went the distinction of shipping the first carload of beans from Ventura County. With the exception of a small shipment from San Diego County, Levy's shipment is all that has been shipped so far this year.

## Condemned Cows

When a cow contracts tuberculosis she is a menace to milk drinking citizens. To cure a cow of this disease is impracticable. Therefore the State intervenes, condemns the cows, kills them.

In the past, hapless owners in possession of diseased cows, have had their animals condemned but have received no reimbursement. If a cow had tuberculosis it was a total loss to the owners.

Lately, a new bovine tuberculosis law came into being. But the constitutionality of the indemnity provisions in the new law has been questioned. To test whether the State can legally reimburse owners for condemned cattle, an experiment has been planned. As a result, San Francisco County will be declared a "tuberculosis control area," as the law provides for. A tuberculosis reacting cow is to be condemned, appraised as to value, slaughtered. Then a claim will be presented to State Controller Ray L. Riley. The Controller is expected to refuse to pay the claim.

## OUR DROPS TABLETS

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Rates for advertising in this section are as follows: 100 words for one week, 50 cents; 200 words for one week, \$1.00; 300 words for one week, \$1.50; 400 words for one week, \$2.00; 500 words for one week, \$2.50; 600 words for one week, \$3.00; 700 words for one week, \$3.50; 800 words for one week, \$4.00; 900 words for one week, \$4.50; 1000 words for one week, \$5.00; 1100 words for one week, \$5.50; 1200 words for one week, \$6.00; 1300 words for one week, \$6.50; 1400 words for one week, \$7.00; 1500 words for one week, \$7.50; 1600 words for one week, \$8.00; 1700 words for one week, \$8.50; 1800 words for one week, \$9.00; 1900 words for one week, \$9.50; 2000 words for one week, \$10.00; 2100 words for one week, \$10.50; 2200 words for one week, \$11.00; 2300 words for one week, \$11.50; 2400 words for one week, \$12.00; 2500 words for one week, \$12.50; 2600 words for one week, \$13.00; 2700 words for one week, \$13.50; 2800 words for one week, \$14.00; 2900 words for one week, \$14.50; 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